

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
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february							august						
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january							march						
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february							april						
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6/6/58

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JUNE 3, 1955</u>			
Just Released	SPRING & SUMMER COLORS FOR 1956 Advance colors have just been released to Association members--featuring "Riviera Pastels" and "Exotic Hues" in man-made fibers and silks; "Sunglamour Shades" and "Crayon Pastels" in woolens and worsteds. Contact: Estelle Tennis, Executive Secretary, MU. 5-5881.	TEXTILE COLOR CARD ASS'N OF U.S., INC.	200 MADISON AVENUE
Friday June 3 9:00 A.M. Breakfast	PREVIEW OF FALL COATS AND SUITS Misses, junior and petite Fall coats and suits. By invitation only. Showing at 9:30 A.M. Publicity: Sandy Pitofsky, CO. 5-4260.	FINGER & RABINER, INC.	512 SEVENTH AVENUE SHOWROOM - 33RD FL.
Friday June 3 11:00 A.M.	PRESS PREVIEW: FALL FUR COLLECTION Revillon's new Fall fur collection. By invitation. Contact: Mr. W.C. Paige, PL. 9-5504. Trade thereafter by appointment. Contact: LO. 5-5832.	REVILLON WHOLESALE, INC.	352 SEVENTH AVENUE SHOWROOM - 11TH FL.
Friday June 3 4:00 P.M.	PREVIEW OF FALL COLLECTION Preview at 4:00 P.M. By invitation. Trade showings from June 6 at 10:00 and 4:00 daily. Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday June 3 8:00 P.M. Dinner	TESTIMONIAL DINNER FOR ELIZABETH FAIRALL Celebration to honor 50 years' service of Elizabeth Fairall, Vice-Pres., Julius Garfinckel & Co., Washington, D.C. Chairman: Dorothy Shaver. Tickets: \$25.00 per person. Contact: Julia Raymond, 498 7th, CH. 4-1542.	LEADING RETAILERS & MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM

WEEK BEGINNING MONDAY, JUNE 6, 1955

Monday June 6 8:30 A.M. Breakfast	PREVIEWS OF FALL COLLECTION Four previews-- <u>June 6: 8:30 A.M. & 12:00 Noon; June 7: 8:30 A.M. & 12:00 Noon. By invitation only. Daily breakfast for the trade, beginning, Wed., June 8 at 8:30 A.M.; showing at 9:15 A.M.</u> Contact: Lee Weber, CH. 4-4587.	CAROLYN SCHNURER, INC.	1410 BROADWAY SHOWROOM - 23RD FL.
Monday June 6 9:30 A.M. Breakfast	PREVIEW: FALL RAINWEAR & RAINWEAR ACCESSORIES Fall collection of rainwear and accessories. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	HELEN VAN VLIET (525 SEVENTH AVENUE)	DUNHALL'S GRILL 1440 BROADWAY
Monday June 6 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Fall collection of dresses, suits and costumes. By invitation. Trade thereafter at 1:00. Contact: LO. 3-0988, Publ: Gladys Steiner, MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 6 10:30 A.M.	PREVIEW OF FALL EVENING FASHIONS Designed by Claire Newman. Daily at 10:30. Contact:	CAMEO EVENING FASHIONS; 5:30 P.M. FASHIONS Commentator: Bess Myerson. By invitation. Sanford Abelson, PE. 6-0151.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday June 6 12:00 Noon Luncheon	PRESS PREVIEW: FALL LINGERIE AND HOSIERY Luxite lingerie and hosiery preview. By invitation. Publ: Rita Jane Lysen, at Daniel J. Edelman, 440 Merchandise Mart, Chicago 54. Contact: George M. Hawes at Holeproof Hosiery Co., 330 Fifth Ave., OX. 5-5880.	LUXITE LINGERIE & HOSIERY (330 FIFTH)	HOTEL AMBASSADOR DIPLOMAT SUITE
Monday June 6 12:00 Noon	OPENING OF FALL & WINTER COLLECTION "Things Look Good For Fall"--coat and suit collection. (Show followed by luncheon). By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO., INC.	512 SEVENTH AVENUE SHOWROOM - 32ND FL.
Monday June 6 12:00 Noon Box Lunch	OPENING OF FALL DRESS COLLECTION Fall collection of junior dresses and separates. <u>Showing at 12:30 P.M.</u> <u>daily.</u> Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FL.
Monday June 6 12:30 P.M.	SHOWING OF TRANSITIONAL COTTONS Saks 34th will present transitional cotton dresses, separates and suits. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR
Beginning Monday June 6 2:30 P.M.	MISSES & PETITES FALL COLLECTION Varden Petite collection; introducing misses line, designed by Patrick. By reservation. Daily at 2:30. Contact: Muriel Morris, PE. 6-5460.	VARDEN DRESS, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday June 6 4:00 P.M. Cocktails	PREVIEW: FALL SEPARATES COLLECTION Showing of Belliciano's Fall separates collection, designed by Joset Walker. By invitation only. Contact: Peggy Cantor, LA. 4-2036.	BELLCIANO, INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FL.
Monday June 6 4:30 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW: WOOL FABRICS FOR FALL Featuring wool colors, textures and weights of key importance for the coming season. By invitation. Contact: Betty Tanner, PL. 7-5092. <u>On</u> <u>June 7, 8, 9, 10, from 8:30 A.M. to 6:00 P.M., show open to buyers, fashion</u> <u>coordinators and merchandise managers. Contact: Toni Robin, PL. 7-5092.</u>	THE WOOL BUREAU, INC. (16 WEST 46TH STREET)	HOTEL NEW YORKER PARLORS "E" & "H"

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, JUNE 6</u>			
Sport-Craft, Inc. . . .	2:30 P.M.		550 7th, LA. 4-9724
<u>TUESDAY, JUNE 7</u>			
Adler & Adler, Inc. . .	10:30 A.M.		550 7th, BR. 9-9600
Kane-Weill.	10:30 A.M.		498 7th, LO. 5-3041
<u>WEDNESDAY, JUNE 8</u>			
Davidow	10:30 A.M.		550 7th, PE. 6-6909
David M. Goodstein, Inc.	10:30 A.M.		498 7th, LA. 4-2577
<u>THURSDAY, JUNE 9</u>			
Zoltan-Rosenberg Co. . .	2:30 P.M.		550 7th, LA. 4-6691

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday June 6	OPENING: FALL COAT & SUIT COLLECTION Max Milstein's Fall collection at continuous showings. Contact WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Beginning Monday June 6	PRESS PREVIEW OF FALL COLLECTION Preview for resident buyers and press of the 80th Anniversary Fall collection of fashion jewelry and boutique gifts. Contact: MU. 5-7390.	THE NAPIER CO.	389 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday June 6	OPENING OF JUNIOR SEPARATES FOR FALL "Country Boutique"--City Squire Fall junior separates in highland colors and textures, designed by Stella Landre. Contact: Mary Balabus, LO. 4-5537.	ILENE RICKY, INC.	1407 BROADWAY SHOWROOM - 7TH FLOOR
Beginning Monday June 6	OPENING OF FALL COAT COLLECTION Originala's Fall coat collection. By appointment. Contact: BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Beginning Monday June 6	SCARVES, STOLLES, NECKWEAR FOR FALL Scarves, stoles, collars, shrugs, novelties and imports from Europe and India by Baar & Beards. Publ.: Peggy O'Grady, 161 E. 37 St., MU. 9-5725.	BAAR & BEARDS (TOP-HIT)	15 WEST 37TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday June 6	OPENING OF FALL COLLECTION Showing of scarfs, stoles, cardigans, Glen-Tees T-shirts, neckline novelties. By appointment. Publ.: Ann R. Silver Assoc., 551 5th, MU. 7-8654.	GLENSDER TEXTILE CORP.	417 FIFTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday June 6	OPENING OF FALL KNITTED COLLECTION Beldoch Popper (Alberic Originals) collection of knit suits, dresses, sweaters and match-mates at continuous daily showings. Publicity: Viola Sylbert, WI. 7-1550.	BELDOCH POPPER, INC.	1410 BROADWAY SHOWROOM - 25TH FLOOR
Beginning Monday June 6	OPENING OF FALL COLLECTION Opening of Fall separates and back-to-school collection, including dressy separates. Contact: Elliot Turgan, WI. 7-8448.	TWEEN JANE, INC.	1375 BROADWAY SHOWROOM - 9TH FLOOR
Beginning Monday June 6	COTTON FASHIONS; JAPANESE KIMONOS County Calicos--cottons designed and made by Claire Smith; Hinton-Watumull kimonos of raw silk and cotton. Contact: Ellen Lockwood, WI. 7-6122.	COUNTY CALICOS; HINTON-WATUMULL	ELLEN LOCKWOOD 1410 BROADWAY - 19 FL.
Beginning Monday June 6- June 18	ANNUAL ART EXHIBITION; FASHION ILLUSTRATION All phases of fashion covering design from sketch to finished garments demonstrating every step of clothing construction (dressmaking, draping and patternmaking); also, fashion illustration, layout and fashion display. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday June 6- June 23	SHOWING OF SEPARATES FROM CALIFORNIA By appointment. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	JULI LYNNE CHARLOT OF CALIFORNIA	HOTEL PLAZA SUITE 657

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 7 8:00 A.M.- 10:00 A.M.	PREVIEW OF FALL FASHIONS FROM ROME Special preview of the Fontana export collection. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	FONTANA SORELLE OF ROME	HOTEL PLAZA SUITE 734
Tuesday June 7 8:45 A.M. Breakfast	BREAKFAST CLINIC & "SEPTEMBER" ISSUE FASHIONS Fall fashions from the September issue. Admission by ticket, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	HOTEL AMBASSADOR PARK AVE. & 51ST ST.

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA (FOGA)

<u>TUESDAY, JUNE 7</u>			
Rudolf Gowns	9:00 A.M.	530 7th, WI.	7-6865
Ben Reig, Inc.	10:00 A.M., Tues., Wed., Thurs.	498 7th, CH.	4-1542
Herbert Sondheim, Inc.	10:30 A.M.	530 7th, LA.	4-7540
A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M.	530 7th, WI.	7-4077
Jack Horwitz Assoc.	10:30 A.M. & 3:00 P.M.	498 7th, LO.	4-1860
Hannah Troy, Inc.	1:00 P.M.	530 7th, LO.	3-0988
David Levine Co.	2:30 P.M.	530 7th, LA.	4-0237
Paul Parnes Corp.	2:30 P.M.	498 7th, CH.	4-4600
Suzanne-Augustine, Inc.	2:30 P.M.	1 W. 47th, PL.	7-3465
Samuel Winston, Inc.	4:30 P.M., thereafter 4:00 P.M.	530 7th, CH.	4-2617
Ben Barrack, Inc.	Continuous Daily	498 7th, LO.	4-3923
Martin Simon, Inc.	Continuous Daily	498 7th, LA.	4-2877
<u>WEDNESDAY, JUNE 8</u>			
Frank Starr, Inc.	1:00 P.M.	530 7th, LA.	4-7690
Grabois	1:00 P.M. & 4:00 P.M.	498 7th, CH.	4-2767
Nat Kaplan, Inc.	1:15; Thereafter 10:30, 1:15, 4:00	498 7th, LO.	5-4115
Larry Aldrich Co., Inc.	2:30 P.M.	530 7th, CH.	4-1872
Harvey Berin, Ltd.	4:00 P.M.; thereafter 1:00 & 4:00	530 7th, PE.	6-0206
<u>THURSDAY, JUNE 9</u>			
William Fox, Inc.	1:00 P.M.	530 7th, OX.	5-4070
<u>FRIDAY, JUNE 10</u>			
Ed Gerrick, Inc.	2:30 P.M.	550 7th, LO.	4-1820

Tuesday June 7- June 8 All Day	"VELVET FASHION FUTURES"--CLINIC Fall and Holiday velvet ready-to-wear and accessories and at-home fashions. By invitation. Publicity: Eleanor Kairalla, MU. 8-1171.	VELVET INSTITUTE OF AMERICA	HOTEL SHERATON ASTOR ART NOUVEAU - 8TH FL.
Beginning Tuesday June 7 10:00 A.M.	FALL & WINTER LINGERIE SHOWING Fall and Winter 1955 nylon tricot collection. By appointment. <u>Showings</u> at 10:00, 11:00, 2:30, 3:30. Contact: Ruth L. Mills, MU. 8-4805.	VANITY FAIR MILLS, INC.	640 FIFTH AVENUE SHOWROOM
Tuesday June 7 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Christian Dior-New York Fall collection. Trade opening at 2:30; also June 9, 14, 15, 17, at 2:30. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Beginning Tuesday June 7 10:30 A.M.	OPENING OF FALL COLLECTION Showing of dresses and costume suits, designed by Mr. Norman. Continuous showings. For appointments, contact: Alice Schneider, LO. 4-7940.	MILAN PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 7 10:30 A.M.	OPENING: LINGERIE COLLECTION FOR FALL Showings--June 7, 8, 9 (10:30 & 2:30); June 10 at 8:45 A.M. for fashion coordinators; week of June 13 (10:30 & 2:30); June 20, 21, 22 (10:30 only). Contact: Rona Monell or Cliff Jensen, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE SHOWROOM
Tuesday June 7 10:30 A.M.	PREVIEW: COCKTAIL & EVENING FASHIONS By invitation. Daily at 10:30 A.M. Contact: Bill Laird, CH. 4-4195.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday June 7 11:00 A.M.	OPENING OF FALL COLLECTIONS Arkay Junior Frocks at 11:00 (thereafter 11:00 & 3:00); Anne Fogarty of Margot, Inc. at 2:00 (thereafter 10:00 & 2:00); Rappi of Junior Formals at 4:00 (thereafter 11:30 & 4:00). Contact: Virginia Cummings, LO. 5-2626.	ARKAY; MARGOT; JUNIOR FORMALS	498 SEVENTH AVENUE SHOWROOM - 19 & 20
Tuesday June 7 11:00 A.M. & 2:30 P.M.	SPORTSWEAR AND DRESSES FOR FALL Showing of sportswear at 11:00 A.M. and dresses at 2:30 P.M. Thereafter continuous daily. Contact: Carole Rosenfeld, LO. 5-0400.	HENRY ROSENFELD, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
June 7 June 10 11:30 A.M. & 4:00 P.M.	OPENING: JOBERE COLLECTION FOR FALL Donn Auten design cocktail and short evening dresses. By invitation only. Contact: PE. 6-1938. Publicity: Laurel Cutler, TR. 9-6310.	SPEAKER & CABER	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday June 7 11:45 A.M.	OPENING: FALL COAT AND SUIT COLLECTION Showing of Fall coats and suits at 11:45 A.M. daily. Contact: BR. 9-5100. Publicity: Laurel Cutler at C. J. Herrick, 22 E. 67th St., TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday June 7 11:45 A.M. Luncheon	PREVIEW OF FALL COLLECTION "Startime"--preview of Fall dresses, suits and ensembles. By invitation. Publicity: Barbara Yarosh at Alfred Davidson Assoc., PL. 5-0868.	MISS CANE (1400 BROADWAY)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday June 7 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Fall collection of casual dresses and ensembles. By invitation. Continuous daily. Publicity: Margaret Hodge, BR. 9-2643.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 7 12:00 Noon	FALL COLLECTION BY MOLLIE PARNIS Showing of Fall collection daily at 12:00 Noon. Contact: BR. 9-5014.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday June 7 12:00 Noon Luncheon	PRESS PARTY TO INTRODUCE NEW PRODUCT Mr. R.N.W. Harris, president of The Toni Company, will invite the press to preview a new product during luncheon. By invitation only. Contact: Marion Hammon, The Toni Company, Merchandise Mart, Chicago, Illinois.	THE TONI COMPANY	HOTEL AMBASSADOR TRIANON ROOM
Tuesday June 7 12:30 P.M. Luncheon	PREVIEW OF NEW BRA COLLECTION Luncheon preview of all-elastic bras. By invitation only. Contact: Lewin, Williams & Saylor, 40 E. 49 St., MU. 8-6200.	BREATHINBRA (389 FIFTH AVE.)	ST. REGIS HOTEL MAISONETTE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Tuesday June 7 1:00 P.M.	OPENING OF FALL DRESS COLLECTION Dress collection designed by Miss Lee Evans; June 7-10 at 1:00 P.M. By invitation. Showing also, June 13-16. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 7 1:00 P.M.	OPENING OF FALL COLLECTION Fall collection daily at 1:00 P.M. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 7 1:15 P.M.	FALL COLLECTION BY GOTHE Evening and cocktail fashions for Fall. Publ.: Nona James, MU. 5-4843.	DAVID E. GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday June 7 2:00 P.M.	OPENING OF FALL COAT & SUIT COLLECTION Bellciano and Bellciette coats and suits; and small groups designed by Paquin and Jacques Heim. Contact: Peggy Cantor, LA. 4-2036.	DAVE BELLSEY CO., INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FL.
Tuesday June 7 2:00 P.M.	OPENING OF FALL COAT & SUIT COLLECTION Fall coat and suit collection at 2:00 P.M. daily. Contact: FE. 6-8130.	HANDELSMAN & RAIFFE, INC.	205 WEST 39TH STREET SHOWROOM
Tuesday June 7 2:00 P.M.	PREVIEW: FALL & WINTER COLLECTION Coats, suits, ensembles, designed by Robert Knox, daily at 2:00 P.M. By invitation. Publicity: Audrey Leeds Assoc., 342 Madison Ave., MU. 2-7543.	BEN GERSHEL & CO.	512 SEVENTH AVENUE SHOWROOM - 37TH FL.
Tuesday June 7 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. <u>Daily at 2:30 P.M.</u> Publ.: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Fall collection 2:30 P.M. daily. By reservation. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 7 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall dresses, designed by Betty Carol. By invitation. <u>Daily showings at 2:30 P.M.</u> Contact: Irving Manners, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELIE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday June 7 2:30 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Preview of Ben Kahn's couturier furs for Fall and Winter to press and store buyers. By invitation. Publ.: Rosemary Sheehan, CI. 7-8060.	BEN KAHN, INC.	150 WEST 30TH STREET SHOWROOM
Tuesday June 7 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection at 2:30 P.M. daily. Contact: Miss Fritz, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST ST.
Tuesday June 7 3:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection, designed by Madeleine Fauth. <u>Daily showings thereafter, 11:00 and 3:00.</u> Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU", INC.	1400 BROADWAY SHOWROOM - 11TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 7 4:00 P.M. Cocktails	PRESS PREVIEW: FURS BY RALPH MARANO Russeks will present their Fall 1955 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	390 FIFTH AVENUE WHOLESALE - 9TH FLOOR
Tuesday June 7 4:00 P.M.	NINETEENTH ANNUAL COLLEGE CLINIC Back-to-school fashions from August college issue. By invitation, for official tie-in stores. Contact: Ninki Hart, Promotion Dept., PL. 9-2080.	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON ASTOR GRAND BALLROOM
Beginning Tuesday June 7 4:00 P.M.	OPENING OF FALL COLLECTION Dresses, costumes and suits at 4:00 P.M. daily. By reservation. Publicity: Pauline Greene, 10 East 39th St., MU. 3-1150 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday June 7 4:00 P.M.	OPENING OF FALL COLLECTION Alison's Fall collection of casual dresses, suits and ensembles at 4:00 P.M. daily. Contact: Paul Blumenstein, WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 7 4:30 P.M. Cocktails	PREVIEW: FALL DRESS & SEPARATES COLLECTIONS Preview for buyers and press of "Young Viewpoint" dresses and "Kaye Greer" separates for Fall, designed for half-sizes. Cocktails, 4:30 P.M., Empire Room. Fashion show, 5:15 P.M., Sert Room. Commentator: Maggi McNellis. By invitation. Publicity: Saul Krieg Associates, PL. 3-1543.	GINSBURG & ABELSON	WALDORF-ASTORIA EMPIRE & SERT ROOMS
Tuesday June 7 5:00 P.M.	PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections will be presented to the press. By invitation. Trade at 10:30 A.M.-June 8, 10, 14, 16. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Fall collection of cocktail, formal and date dresses. Contact: WI. 7-9472.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Tuesday June 7	OPENING: FALL AND HOLIDAY COLLECTION Informal showings to press and retailers. Contact: OR. 9-0192.	SCHIAPARELLI LINGERIE	210 MADISON AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday June 7	FORMAL FASHIONS BY TED SHORE Youthful formals for Fall, designed by Ted Shore. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday June 7	OPENING OF FALL COLLECTION Daytime, cocktail and evening fashions, shown daily. Contact: PL. 8-2014.	MARY BLACK	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Beginning Tuesday June 7	OPENING: JO DOLF FALL COLLECTION "The Look of Elegance"--a collection of Fall coats, suits and ensembles in junior sizes. Contact: LO. 4-7522. Publ.: Laurel Cutler, TR. 9-6310.	ADOLPHE ZELINKA & CO.	230 WEST 38TH STREET SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 8 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL DRESS COLLECTION "Easy Elegance"--preview of Charles Gelatt's late afternoon, cocktail and evening fashions. By invitation. Contact: Russell O'Neil, TE. 8-2975. Publicity: Betty Impellitteri Assoc., PL. 3-1170.	CHARLES GELATT, INC. (27 EAST 62ND STREET)	HOTEL PLAZA STATE SUITE
Wednesday June 8 10:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Fall collection of couture coats and suits. By invitation. <u>Daily showings at 10:30 A.M.</u> Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday June 8 12:00 Noon Champagne	FALL COLLECTION DESIGNED BY ESTEVEZ Preview of Grenelle's Fall cocktail and evening fashions, designed by Estevez. By invitation. <u>Daily showings, 12:00 Noon.</u> Contact: LO. 4-5820.	GRENELLE	550 SEVENTH AVENUE SHOWROOM - 18TH FL.
June 8 12:30 P.M.	<u>CANCELLED</u> --PRESS PREVIEW OF ALICE STUART'S FALL BLOUSE COLLECTION ORIGINALLY SCHEDULED FOR WED., JUNE 8 LUNCHEON AT WALDORF-ASTORIA.		
Beginning Wednesday June 8 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Fall dresses, coats and suits, designed by Anne Klein, at 1:00 P.M. and 4:00 P.M. daily. Contact: Miss Ellen, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 8 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE Brigance's Fall collection of blouses, separates and dresses. By invitation. <u>Trade from June 9 at 2:30 P.M.</u> Contact: Julie Isles, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday June 8 2:30 P.M.	OPENING OF FALL COLLECTION Costume suits, daytime, cocktail dresses at 2:30 daily. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FL.
Wednesday June 8 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall dresses--5'5" or under. Daily 3:30, Contact: Miss Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 11TH FL.
Wednesday June 8 3:00 P.M.	PRESS PREVIEW: FALL BELT COLLECTION "Double Entendre"--leather belts. Buyers--June 14. Contact: CH. 4-1595.	DAME BELTS	22 WEST 32ND STREET SHOWROOM - 5TH FLOOR
Wednesday June 8 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of Greta Plattry's Fall collection of separates and sportswear. By invitation. Continuous daily. Publ: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 8 4:00 P.M.	OPENING OF FALL COLLECTION BY KASPER Fall collection by Kasper at continuous showings. Contact: CH. 4-3914.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM
Wednesday June 8 5:45 P.M. Cocktails	MODERN FURNITURE & REPRODUCTIONS Preview of the new John Stuart Gallery; and John Widdicomb modern furniture and reproductions. By invitation. Publ: John W. Miles, PL. 5-5600.	W. & J. SLOANE	2ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
<i>June 9</i> Thursday June 9 8:45 A.M.- 2:00 P.M.	FALL FASHION CLINIC & EXHIBIT Fall Fashion Clinic and Exhibit for retail executives, resident buyers, textile firms, advertising agencies. By reservation only. Contact: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	<i>Stable</i> HOTEL SHERATON ASTOR GRAND BALLROOM
Thursday June 9 9:00 A.M. Breakfast	PREVIEW: LEATHER & SUEDE FASHIONS Samuel Robert will present his Fall fashions in leather and suedes. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR TRIANON ROOM
Thursday June 9 9:00 A.M.- 11:30 A.M.	PRESS PREVIEW OF FALL FABRICS Breakfast Preview of Fall 1955 collection of decorative fabrics. By invitation only. Publicity: Trudi Ross, LO. 5-7464.	WAVERLY FABRICS (DIV. OF F. SCHUMACHER)	60 WEST 40TH STREET SHOWROOM - 10TH FLOOR
Thursday June 9 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Contact: Martin Nelson, EL. 5-5540.	TINA LESER	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday June 9 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Afternoon, cocktail, evening fashions---11:30 A.M. daily. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Thursday June 9 12:00 Noon Luncheon	PRESS PREVIEW: FALL-WINTER FUR COLLECTION Press showing of Leo Ritter's Fall and Winter fur collection. By invitation. <u>Daily trade showing beginning Mon., June 13 at their showroom - 10:30 A.M. and 2:30 P.M.</u> By appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.	RITTER BROTHERS (224 WEST 30TH ST.)	HOTEL PLAZA BALLROOM
Thursday June 9 1:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall dress collection, designed by Alan Phillips. By invitation. <u>Daily trade showings at 1:00 P.M.</u> Publicity: Ken R. Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Thursday June 9 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. <u>Daily at 1:00 P.M.</u> Publ.: Mildred Kaldor, MU. 9-5420.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Fauline Trigere's Fall collection will be presented at 2:30 P.M. Also, June 10 at 10:30 and 2:30; June 14, 15, 16 at 2:30 P.M. By invitation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Thursday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Clare Potter will present her Fall collection from June 9 to June 17 at 2:30 P.M. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FL.
Thursday June 9 2:30 P.M.	FALL COLLECTION BY CEIL CHAPMAN Showing at 2:30 P.M. daily. By invitation. Publ.: Alto Schiffrine, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

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Thursday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Daytime, afternoon and cocktail fashions. By invitation. Contact: Dick Collin, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Thursday June 9	OPENING: FALL COAT AND SUIT COLLECTION By appointment only. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Friday June 10 9:00 A.M. Breakfast	PREVIEW OF BRANELL FALL COLLECTION Press preview of Fall collection. By invitation. <u>Trade showings begin- ning Thurs., June 9 at 2:30 P.M.</u> Publicity: Mildred Kaldor, MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday June 10 10:00 A.M.	SHOWING OF "THE HARPER'S BAZAAR LOOK" Preview of fashions from the Harper's Bazaar August issue. By invitation only for tie-in stores. Contact: Berta MacDonald, PL. 1-2100.	HARPER'S BAZAAR	HOTEL AMBASSADOR BALLROOM & TRIANON
Friday June 10 11:00 A.M.	PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. <u>Trade showings June 13, 14, 15, 20, 22 at 10:30 A.M.</u> By invitation only. Publicity: Marian G. Mitchell at B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 10 11:00 A.M.- 1:00 P.M.	INTRODUCTION OF NEW CORSET DESIGN Open House for press to meet M. Henri Perrier who will introduce a new corsetry concept. By invitation. Publ.: Gertrude Sachs, PL. 8-2400.	TRU BALANCE CORSET, INC. (IA GAINÉ SCANDALE)	136 MADISON AVENUE (32ND ST.) - 12TH FL.
Monday June 13- June 17	CORSET & BRASSIERE FALL MARKET WEEK Contact: Mary Osborne, Corset and Brassiere Ass'n, 200 Madison, LE.2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Monday June 13 10:30 A.M.& 11:00 A.M.	OPENING OF FALL COLLECTIONS Showing of Sam Friedlander's cocktail and evening dresses at 10:30 A.M. and Separables at 11:00 A.M. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Beginning Monday June 13 12:00 Noon	OPENING OF FALL DRESS COLLECTION Mignon's dressy afternoon and cocktail dresses daily at 12:00 Noon and 4:00 P.M. Contact: Florence Farmer, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday June 13 2:30 P.M. Cocktails	PRESS PREVIEW: FALL- WINTER FUR COLLECTION "Féminité Collection"--Fredrica Furs (Arthur Schwartz, designer) custom furs. By invitation. <u>Trade from June 14 at 10:00 A.M.</u> By appointment. Contact: CH. 4-8686.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 13 4:00 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Cocktail Preview of Fall furs. By invitation. Contact: LO. 4-4980.	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 13 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: FALL BRAS & READY-TO-WEAR FASHIONS Fall fashions by leading designers with new Fall Maiden Form bras. For press and buyers by invitation only. Fashion Coordinator: Kay Daly of William H. Weintraub. Publ.: Inez Foster at Maiden Form, OR. 9-0111.	MAIDEN FORM BRASSIERE CO. (200 MADISON AVE.)	WALDORF-ASTORIA GRAND BALLROOM
Monday June 13 5:00 P.M.- 7:00 P.M.	PREVIEW OF LINGERIE GLOVES AND HOSIERY Kayser's 75th Anniversary Jubilee, with showing of lingerie designed by John Norman; also, gloves and hosiery. By invitation. Kayser contact: Merry Chisholm, PE. 6-3700. Publicity: Ray Josephs at Publicity Consultants, PL. 5-2200.	JULIUS KAYSER & CO. (500 FIFTH AVENUE)	HOTEL PIERRE BALLROOM
Beginning Monday June 13	OPENING OF FALL JEWELRY COLLECTION Opening of Fall collection of Coro and Corocraft fashions in jewelry. By appointment only. Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Beginning Monday June 13	OPENING OF FALL & WINTER COLLECTION Showing of Trifari's Fall and Winter jewelry collection. By appointment only. Publicity: Dorothy Lansing, PL. 9-7598.	TRIFARI, KRUSMAN & FISHEL, INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
June 13- June 24	"FUR MARKET TIME" SPONSORED BY ASSOCIATED FUR MFES. INC. (Show June 9, 1:30 P.M., Governor Clinton Hotel, by Fur Travelling Salesmen's Ass'n.) Contact: Alice Regensburg at Lynn Farnol, 1270 6th Ave., JU. 6-5777.		
Tuesday June 14 8:45 A.M. And 12:00 Noon	ANNUAL SHOWING OF FOUNDATION FASHIONS "Partners in Fashion"---foundation fashions at two showings--8:45 A.M. breakfast (showing 9:30 A.M.); 12:00 Noon luncheon (showing 1:00 P.M.). Admission by ticket. Publ.: Marion Sherwood, 200 Madison Ave., MU. 3-1194.	THE WARNER BROS. CO. (BRIDGEPORT, CONN.)	HOTEL SHERATON ASTOR BALLROOM
Tuesday June 14 9:00 A.M. Breakfast	FALL COLLECTION AT BREAKFAST PREVIEW "Beau Danube" collection at a Wiener Frühstück (Viennese Breakfast). By invitation. Contact: Mildred Harris at Spotlight Promotions, OX. 7-1841.	FRANCI OF VIENNA	HAPSBURG HOUSE 313 EAST 55TH STREET
Tuesday June 14 10:30 A.M.& 2:30 P.M.	OPENING: FALL COATS AND SUITS Showing of Fall coats and suits; also, adaptations of imports from Italy, France and Spain. Contact: Marie Altheimer, LO. 4-0180.	CARLANE, INC.	512 SEVENTH AVENUE SHOWROOM - 12TH FL.
Tuesday June 14 11:30 A.M.	PRESS PREVIEW: SOPHIE READY-TO-WEAR ORIGINALS Designed by Sophie, in collaboration with Stephen Erklin. By invitation only. Sophie Publ.: Grace de Mun, PL. 3-4000, Ext. 7064 or RE. 7-4206.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday June 14 11:30 A.M.& 3:30 P.M.	PREMIERE OPENING OF COCKTAIL FASHIONS Cocktail dresses, designed by Gaston Mallet. Daily at 10:00-12:00 & 2:00-4:00. By reservation. Contact: Mr. Bus Siegenfeld, BR. 9-2680.	THE DATE LINE	498 SEVENTH AVENUE SHOWROOM - 20TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 14 2:30 P.M.	OPENING OF FALL DRESS COLLECTION Maurice Rentner will present his Fall dress collection on Tues., June 14-- at 2:30; Wed., June 15--10:30 and 2:30; Thurs., June 16--2:30. Press and trade by reservation. Contact: Herman Seigenfeld, LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 14 6:00 P.M. Dinner	FALL FASHIONS IN WOOLKNITS & JERSEY Fall woolknits, including advance silhouettes in wool jersey by leading designers. By invitation only. Publicity: Eleanor Kairalla, MU. 8-1171.	WOOLKNIT ASSOCIATES, INC. (745 FIFTH AVENUE)	HOTEL PIERRE BALLROOM
Wednesday June 15 12:00 Noon Luncheon	LUNCHEON TO HONOR DOROTHY SHAVER The Leathergoods Export Group of London, England will honor Miss Dorothy Shaver, president of Lord & Taylor, at a luncheon to introduce the first post-war U.S. exhibit (June 15-24) of British leathergoods. By invita- tion only. Publicity: Ashley Burner at Anderson & Cairns, MU. 8-5800.	NAT'L LEATHERGOODS & SADDLERY MFRS. ASS'N.	HOTEL PLAZA TERRACE ROOM
Wednesday June 15 12:00 Noon Luncheon	PRESS PREVIEW: NEW SEWING MACHINE Special preview of new sewing machine. By invitation only. Publicity: Bette Crumpacker at Allardice-Ridgway, 117 E. 37th St., MU. 3-9572.	BROTHER INTERNATIONAL CORP. (122 W. 27TH ST.)	HOTEL PIERRE ROOF
Wednesday June 15 4:30 P.M.-- 6:30 P.M.	CORSET AND BRASSIERE MERCHANDISING FORUM "Coordinating Figures and Fashions." Admission by ticket only; contact: Forum Dept. at Women's Wear Daily. Publicity: AL. 5-5252, Ext. 415.	WOMEN'S WEAR DAILY (7 EAST 12TH STREET)	HOTEL NEW YORKER TERRACE ROOM
Thursday June 16 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Suzy Perette will present her Fall collection to the press. By invita- tion only. Publicity: Eleanor Lambert, MU. 8-2130.	SUZY PERETTE (134 WEST 37TH ST.)	HOTEL PIERRE TEAKWOOD ROOM
Tuesday June 21 12:30 P.M. Luncheon	FASHION PAGEANT FOR N.Y. SUMMER FESTIVAL "Salute to New York And World-Wide Aviation With Charm"---opening luncheon of Summer Festival featuring world travel and travel fashions with 30 airlines, including airline stewardess fashions; pageant of 30 years of air travel fashions; and fashions from 57th Street stores. coordinated by Charm Magazine. Price: \$5.00, contact: TE. 8-8000. Producer and Commen- tator: Nola Luxford, TE. 8-8000.	30 AIRLINES; CHARM MAGAZINE; STORES	HOTEL PIERRE BALLROOM
Thursday June 23 12:00 Noon Luncheon	READY-TO-WEAR FALL FASHIONS "Signature---American Design", with Stanley Marcus, president of Neiman- Marcus, as speaker and commentator. Reception for Regional Group Direc- tors at 11:30 A.M. in East Foyer. Co-Chan.: Adelia Ellis and Alice Burrows. Price: \$7.00, members; \$8.50, guests. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Monday June 6 5:30 P.M.-- 7:30 P.M.	"BONJOUR, PERUGIA!"--- * COCKTAIL PARTY Andre Perugia, I. Miller's Paris designer, will meet the press to discuss shoe designs as influenced by modern paintings. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	I. MILLER & SONS	350 FIFTH AVENUE 71ST FLOOR